



**Program Officer, Health Equity and Literacy
Program
New York City, NY**

Background

CUNY SPH

Launched in 2016 as the 24th independent school within the City University of New York, the CUNY Graduate School of Public Health and Health Policy (“CUNY SPH”) is committed to excellence in teaching, research, and service. We work collaboratively to create a healthier New York City and healthier populations across the globe, living on a healthier planet. CUNY SPH is a leader in promoting equitable and evidence-based solutions to build healthy cities everywhere. Located in the vibrant Harlem neighborhood within the global metropolis of New York, and a vital part of the City University of New York, CUNY SPH is known for our innovative programs and our inclusive culture. As New York City’s public school of public health, CUNY SPH is committed to advancing health equity and social justice locally and globally; creating affordable, accessible, and supportive educational opportunities for all, including students from underrepresented communities, working adults, and first-generation scholars; and preparing public health professionals for the challenges of tomorrow.

CUNY SPH Foundation

The CUNY SPH Foundation is an independent 501c3 nonprofit organization. Its mission is to advance the achievement of CUNY SPH’s mission, vision, and values as New York City’s public school of public health through fundraising, building strategic partnerships and providing services as a champion for the school’s students as they embark on public health careers and its faculty as they work to educate the next generation of public health professionals. We serve three communities of the school - its students, the broader CUNY system of 25 institutions of higher learning serving 500,000+ current and continuous learners, and the public health of the city and state where we live and work.

The Harlem Health Initiative

A program of the City of University of New York Graduate School of Public Health & Health Policy (CUNY SPH), the Harlem Health Initiative (HHI) has one aim: to improve the health and wellbeing of the Harlem community by supporting its existing community-based organizations. CUNY SPH is New York City’s only public school of public health, with a vision of promoting health and social justice in NYC and across the globe through innovation and leadership. As a Harlem neighbor located at the intersection of Martin Luther King Boulevard and Malcolm X Avenue, the school has committed to providing and enhancing health services to our shared community.

The Health Equity and Literacy Program (HELP)

In May 2021, a team of faculty and staff at the CUNY Graduate School of Public Health & Health Policy (CUNY SPH) launched [the New York Vaccine Literacy Campaign](#) (VLC). The VLC was initially developed as an 18-month vaccine education and engagement project in

response to the pandemic. The VLC worked closely with dozens of community-based organizations (CBOs) to attend health fairs, host webinars and trainings, conduct partner outreach and retention, and provide COVID-19 data updates for CBOs' catchment areas. The first phase of the VLC and a subsequent iteration that pivoted to focus on routine vaccination recovery, were supported by Biotechnology Innovation Organization, the New York Community Trust, the Altman Foundation, the New York Health Foundation, and the Samuel Freeman Charitable Trust. As the pandemic progressed and health communication and resource needs evolved, the VLC will transform into the CUNY SPH Health Equity and Literacy Program (HELP) to expand beyond vaccine literacy into a holistic community-focused health literacy program.

HELP is anchored by the VLC's integrated long-term community engagement to develop health education and literacy resources in partnership with organizations who respond to community needs. Staff will support our community partners by building their capacity and infrastructure, while simultaneously addressing issues of systemic inequity, especially as they relate to public health.

Through this program, HELP staff will continue to support CBOs in communities whose dire constraints have been exacerbated during the past few years of the pandemic. Given CUNY SPH's status as a trusted community source of information and guidance, we will team up with the workforces and leadership of CBOs who engage with some of our city's most underserved communities. To date, some examples of specific populations include low-income seniors, adolescents, and young adults in Upper Manhattan; low-income immigrant parents of young children; NYCHA housing residents; undocumented immigrants; and pregnant and postpartum women of color. These often-vulnerable communities can be routinely missed by mass communication campaigns and materials or resources that do not respond specifically to their perspectives and concerns.

Through collaboration and programmatic co-design with CBO and community leaders, we will deploy the resources, materials, and data needed to improve health literacy and educational resource needs. This expanded program will develop and implement co-designed activities that will:

1. Disseminate valuable data and information through tailored and culturally humble materials to CBOs and communities in Harlem and throughout Manhattan
2. Through targeted and strategic communication and education resources, increase community health literacy through access to scientifically backed messages and local expert messengers. Through this work, lessen the prevalence of preventative illnesses (e.g., COVID-19, HPV, and the flu), chronic disease (e.g., heart disease, kidney disease, and diabetes), and general community health issues (e.g., reproductive health and oral health).

3. Provide reports and analysis to local community boards, elected officials and other leaders on learned community needs and effective strategic responses.

Staff will provide our community partners with customized, valuable health literacy communication materials, capacity-building tools, and local-level secondary data (with potential for primary data collection) that in turn can be shared with specific communities. Staff will guide community collaborations and information distribution for faculty and student-lead research and projects. HELP efforts will include the promotion of knowledge about the importance of getting routine vaccinations, increase awareness of preventable illnesses which are exacerbated by inequities in health and income, and the navigational tools to engage local, consistent preventative care. HELP staff will provide operational support and technical assistance to CBOs' staff as we build lasting, impactful relationships. In turn, CUNY SPH will continue to serve as a leader in health equity and literacy within Harlem and throughout our city.

Program Officer, Health Equity and Literacy Program

The Program Officer will act as a key player in fulfilling HELP's objectives as the CUNY SPH Foundation's flagship community engagement program in support of the school's strategic goals to support the public health of New York City. With the Harlem Health Initiative Director, the Program Officer will coordinate with programs and projects at CUNY SPH where communication tools and materials complement project goals. For example, the Program Officer will support the students within an oral health fellowship in implementing a patient education campaign in partnership with community health clinics by guiding the development of their materials and managing the project operations. Other collaborations may include projects with the Pandemic Response Institute. HELP will also launch proprietary projects with community-based organizations to co-design communication materials identified to fill educational or informational gaps as identified by community partners. For example, a CBO concerned with increased rates of chlamydia, gonorrhea, and syphilis among women of color will partner with HELP to develop, implement and evaluate a social media campaign to educate their constituents. The Program Officer will also partner with the Office of Experiential Learning to incorporate student fieldwork and capstone opportunities into HELP's activities.

The Program Officer will report to the Director of Programs at CUNY SPH Foundation and the Director of the Harlem Health Initiative with oversight from the CUNY SPH Foundation Board of Directors.

Job Responsibilities

Partnership development and retention (40%)

- Routine outreach and communication to CBOs with an emphasis on Harlem-focused organizations (110th street river to river to Washington Heights) and Upper Manhattan.

- Collaborate with community partners to design and implement data collection efforts, when necessary
- Present as a representative of the school and Foundation at community meetings and events
- Maintain meticulous records of partnership development and outcomes
- Manage collaboration with other CUNY SPH initiatives through project oversight and consistent communication; integrate into programmatic activities
- Participates in and leads community meetings held during and/or after normal business hours and weekends
- Serve as a technical expert in social determinants of health, health equity, public health program planning, and community engagement
- In collaboration with the Harlem Health Initiative Director, analyze public health strategies, services, and resources in relation to defined goals and objectives; Research, analyze, and implement best practices on program design, development, and evaluation.
- Partner with Foundation Director of Programs on program evaluation and grant reporting

Programmatic co-design (50%)

- Health literacy project development and implementation with Harlem Health Initiative Director; working closely with the Director of Programs to meet grant-funded timelines and milestones
- Work with the Director of Programs to implement evaluation and monitoring components
- Recruit and supervise fieldwork students to complete health communication work with CBOs
- Develop presentations and reports for diverse audiences highlighting project outcomes, metrics, and program progress

Management and Leadership (10%)

- Collaborate as a key staff member of the Harlem Health Initiative and partner to the CUNY SPH Foundation
- Attend CUNY SPH Foundation meetings, as needed, including board or committee meetings and external meetings with current and potential funders
- All other duties as assigned

Desired Qualifications

What You'll Bring

The ideal candidate would describe themselves as entrepreneurial and committed to supporting communities most negatively impacted by poor public health outcomes.

- 5+ years' experience working with New York City community-based organizations or community initiatives
- 3+ years' experience overseeing project implementation

- Master's degree in public health, social work or a related field or currently pursuing degree in these fields
- Experience participating in and leading community meetings held during and/or after normal business hours and weekends
- Technical expertise in social determinants of health, health equity, public health program planning, and community engagement
- Capacity to analyze public health strategies, services, and resources in relation to defined goals and objectives
- Track record of research, analysis and implementing best practices on program design, development, and evaluation
- Demonstrated experience managing a small team, a plus
- Training and experience implementing community-based participatory research or projects with similar community-led approaches
- Educational and/or professional training in health communication and literacy
- Strong written and verbal communication skills, including delivering public remarks
- Ability to work with diverse partners
- Ability to work within and across health issues
- Basic graphic design skills (i.e. can create a flier on Canva), a bonus

Who you are:

- **Committed to intersectional equity.** An ability to lead across differences and model a commitment to continuous learning and exploration of race, equity, inclusion and cross-cultural competency.
- **Experienced at applying an entrepreneurial approach to program development.** Must have successful experience developing and implementing community programming through a combination of best practices, creativity, and natural grit.
- **A strong written and verbal communicator.** Must be an effective storyteller and presenter with dexterity in style and delivery to engage a wide range of internal and external constituencies and shrewd extemporaneous communication skills.
- **Analytical minded and able to synthesize complex information through a community lens.** Must have the ability to connect stories with data and present them in a digestible, easy to understand way.
- **A successful team member and partner.** An escalating and proven track record of successfully participating in diverse teams.
- **Believe in the power of public health.** You are curious about the needs and wants of communities that have been historically negatively impacted by poor public health outcomes, and that health literacy is a missing component to change trajectories for neighborhoods and communities.

Compensation

Salary Range

\$70,000-80,000, commensurate with training and relevant experience. Annual healthcare opt-out bonus available.

Select Perks and Benefits

- 20 personal days
- 20 sick days
- 14 paid holidays
- 4-day work week in summers
- 401k plan with 3% match after 2 years of vesting
- FREE medical benefits for individuals
- Quality dental coverage

Location

CUNY SPH is in Harlem, New York and candidates must be within commutable distance of the office. This role will operate remotely with community meetings and occasional team meetings scheduled in person. Office space can be made available at CUNY SPH if the candidate wishes to work in person. This position will require approximately 15% travel to meet with community partners in New York.

Position term restrictions

HELP has received grant funding for a two-year period to launch this inaugural health literacy program. The Program Officer is a funded position for the duration of the program and the employee in this role will be required to commit to the full two years. There is no promise of employment after the initial two-year period.

To Apply

Submit your cover letter and resume to SPHFund@sph.cuny.edu by September 1, 2023, with the email subject line "Program Officer, Health Equity and Literacy Program" to be considered. Only highly rated qualified candidates will be contacted. The CUNY SPH Foundation does not disclose reasoning or grading of job candidates. Our target start date for the role is October 16, 2023.